

Amendments to the Specification:

Please replace the first full paragraph on page 2, lines 4-14, with the following replacement paragraph:

The other conventional method of employing electronic mail via a PC or cellular phone has the following problem. Specifically, the transmission capability is so poor and the screen size is so small that sufficient amount of advertisement image cannot be transmitted. Accordingly, limitations are imposed on the data size, and expressiveness, of the advertisement image. In the case of employing a PC, a further problem arises that it is rare for a customer to read the received ~~electric~~ electronic mail timely, thus lowering promptness.

Please replace the fourth full paragraph on page 8, lines 20-26, with the following replacement paragraph:

The advertisement distribution center server 105 includes therein a facsimile distribution means 105, a CPU (central processing unit) 103, a memory 104, a database 109, and a common bus 106 which connects these members to one another. To the common bus 106, the monitor device 107, keyboard 133, and printer device 108 are also connected.

Please replace the paragraph bridging pages 15 and 16 (page 15, line 12 to page 16, line 17), with the following replacement paragraph:

In Fig. 4, the data items in the facsimile lending contract management table CT1 include: contractor ID which uniquely identifies a contractor within the advertisement distribution system; name indicative of the name of the contractor; age indicative of an age of the contractor; sex indicative of whether the contractor is male or female; address indicative of the address of the contractor; place of contact indicative of a place of contact of the contractor, i.e., a place where contact to the contractor can be made; distribution-destination indicative of a facsimile number used for conducting advertisement distribution to the contractor; work place indicative of a work place of the contractor; expendable recovering method indicative of a method of recovering expendables (i.e., consumed resources), such as paper, ink, and so on, which are consumed during printing of advertisements; transfer account information indicative of a number of an account to which transfer is conducted, the item of transfer account being filled in only for contractors who have designated the item of transfer to account as the expendable recovering method; field of interest, such as sport, travel, etc.,

indicative of a hobby or taste of the contractor; advertisement printed times indicative of how many times advertisements are print-output from the facsimile terminal lent to the contractor (i.e., the total number of the pages requiring printing in the advertisement data); expendable used number indicative of the degree of consumption of the expendables (i.e., how many expendables have ~~bee~~ been consumed as a result of print-outputting), the degree of consumption progressing as the print-outputting progresses; and the response processing times mentioned above.